

**CLAIMS**

1     1.     (Original) A process for frame specific tagging of television audio and video  
2     broadcast streams with tag translation at a receiver, comprising the steps of:  
3             providing a storage device on said receiver;  
4             inserting tags into said broadcast stream;  
5             tuning said receiver to said broadcast stream;  
6             receiving said broadcast stream at said receiver;  
7             storing said broadcast stream on said storage device;  
8             detecting said tags in said broadcast stream;  
9             processing said tags;  
10            displaying program material in said broadcast stream from said storage device to a  
11   viewer;  
12            wherein said processing step performs the appropriate actions in response to said  
13   tags; and  
14            wherein said tags include command and control information.

1     2.     (Original) The process of claim 1, wherein tags indicate the start and end points  
2     of a program segment.

1     3.     (Original) The process of claim 2, wherein said displaying step skips over said  
2     program segment in response to the viewer pressing a button on a remote input device.

1 4. (Original) The process of claim 2, wherein said displaying step automatically  
2 skips said program segment.

1 5. (Original) The process of claim 1, wherein said processing step displays a menu  
2 to the viewer based on information included in a tag.

1 6. (Original) The process of claim 1, wherein said processing step records the  
2 current program in said broadcast stream on said storage device based on information  
3 included in a tag.

1 7. (Original) The process of claim 1, said processing step further comprising the  
2 steps of:  
3 displaying multiple icons to the viewer;  
4 accepting viewer input information;  
5 allowing the viewer to scroll through said multiple icons;  
6 selecting a particular icon based on the viewer's input; and  
7 performing an action associated with the selected icon.

1 8. (Original) The process of claim 1, further comprising the steps of:  
2 wherein said processing step displays an icon to the viewer based on information  
3 included in a tag;  
4 accepting viewer input information;  
5 interacting with the viewer based on the tag information;  
6 wherein said displaying step saves the exit point in the program material; and

7            wherein the viewer is returned to said exit point upon completion of any  
8            interaction.

1    9.        (Original) The process of claim 8, further comprising the steps of:  
2            presenting a plurality of menus to the viewer for generating a lead; and  
3            forwarding the viewer's contact information to a third party upon viewer approval.

1    10.       (Original) The process of claim 8, further comprising the steps of:  
2            presenting a plurality of menus to the viewer for generating a sale of an advertised  
3            product or service; and  
4            forwarding the viewer's purchase information to the proper merchant.

1    11.       (Original) The process of claim 8, further comprising the step of:  
2            presenting a set of program recording options to the viewer; and  
3            scheduling the viewer's recording preferences.

1    12.       (Original) The process of claim 8, further comprising the step of:  
2            presenting the content of a Web site's Web page to the viewer in response to the  
3            viewer's input; and  
4            wherein the viewer is allowed to interact with said Web site.

1    13.       (Original) The process of claim 1, wherein said tags allow a system administrator  
2            to remotely configure said receiver.

1 14. (Original) The process of claim 1, further comprising the steps of:  
2 marking indexes in said program material based on tag information; and  
3 jumping to an index selected by the viewer.

1 Claims 15-27 (Canceled)

1 28. (Original) An apparatus for frame specific tagging of television audio and video  
2 broadcast streams with tag translation at a receiver, comprising:  
3 a storage device on said receiver;  
4 a module for inserting tags into said broadcast stream;  
5 a module for tuning said receiver to said broadcast stream;  
6 a module for receiving said broadcast stream at said receiver;  
7 a module for storing said broadcast stream on said storage device;  
8 a module for detecting said tags in said broadcast stream;  
9 a module for processing said tags;  
10 a module for displaying program material in said broadcast stream from said  
11 storage device to a viewer;  
12 wherein said processing module performs the appropriate actions in response to  
13 said tags; and  
14 wherein said tags include command and control information.

1 29. (Original) The apparatus of claim 28, wherein tags indicate the start and end  
2 points of a program segment.

1     30.     (Original) The apparatus of claim 29, wherein said displaying module skips over  
2     said program segment in response to the viewer pressing a button on a remote input  
3     device.

1     31.     (Original) The apparatus of claim 29, wherein said displaying module  
2     automatically skips said program segment.

1     32.     (Original) The apparatus of claim 28, wherein said processing module displays a  
2     menu to the viewer based on information included in a tag.

1     33.     (Original) The apparatus of claim 28, wherein said processing module records the  
2     current program in said broadcast stream on said storage device based on information  
3     included in a tag.

1     34.     (Original) The apparatus of claim 28, said processing module further comprising:  
2             a module for displaying multiple icons to the viewer;  
3             a module for accepting viewer input information;  
4             a module for allowing the viewer to scroll through said multiple icons;  
5             a module for selecting a particular icon based on the viewer's input; and  
6             a module for performing an action associated with the selected icon.

1     35.     (Original) The apparatus of claim 28, further comprising:  
2             wherein said processing module displays an icon to the viewer based on  
3     information included in a tag;

4 a module for accepting viewer input information;  
5 a module for interacting with the viewer based on the tag information;  
6 wherein said displaying module saves the exit point in the program material; and  
7 wherein the viewer is returned to said exit point upon completion of any  
8 interaction.

1 36. (Original) The apparatus of claim 35, further comprising:  
2 a module for presenting a plurality of menus to the viewer for generating a lead;  
3 and  
4 a module for forwarding the viewer's contact information to a third party upon  
5 viewer approval.

1 37. (Original) The apparatus of claim 35, further comprising:  
2 a module for presenting a plurality of menus to the viewer for generating a sale of  
3 an advertised product or service; and  
4 a module for forwarding the viewer's purchase information to the proper  
5 merchant.

1 38. (Original) The apparatus of claim 35, further comprising:  
2 a module for presenting a set of program recording options to the viewer; and  
3 a module for scheduling the viewer's recording preferences.

1 39. (Original) The apparatus of claim 35, further comprising:

2 a module for presenting the content of a Web site's Web page to the viewer in  
3 response to the viewer's input; and  
4 wherein the viewer is allowed to interact with said Web site.

1 40. (Original) The apparatus of claim 28, wherein said tags allow a system  
2 administrator to remotely configure said receiver.

1 41. (Original) The apparatus of claim 28, further comprising:  
2 a module for marking indexes in said program material based on tag information;  
3 and  
4 a module for jumping to an index selected by the viewer.

1 Claims 42-54 (Canceled)

1 55. (Original) A program storage medium readable by a computer, tangibly  
2 embodying a program of instructions executable by the computer to perform method steps  
3 for frame specific tagging of television audio and video broadcast streams with tag  
4 translation at a receiver, comprising the steps of:  
5 providing a storage device on said receiver;  
6 inserting tags into said broadcast stream;  
7 tuning said receiver to said broadcast stream;  
8 receiving said broadcast stream at said receiver;  
9 storing said broadcast stream on said storage device;  
10 detecting said tags in said broadcast stream;

11           processing said tags;  
12           displaying program material in said broadcast stream from said storage device to a  
13 viewer;  
14           wherein said processing step performs the appropriate actions in response to said  
15 tags; and  
16           wherein said tags include command and control information.

1   56.   (Original) The method of claim 55, wherein tags indicate the start and end points  
2 of a program segment.

1   57.   (Original) The method of claim 56, wherein said displaying step skips over said  
2 program segment in response to the viewer pressing a button on a remote input device.

1   58.   (Original) The method of claim 56, wherein said displaying step automatically  
2 skips said program segment.

1   59.   (Original) The method of claim 55, wherein said processing step displays a menu  
2 to the viewer based on information included in a tag.

1   60.   (Original) The method of claim 55, wherein said processing step records the  
2 current program in said broadcast stream on said storage device based on information  
3 included in a tag.



1   61.   (Original) The method of claim 55, said processing step further comprising the  
2   steps of:

3           displaying multiple icons to the viewer;  
4           accepting viewer input information;  
5           allowing the viewer to scroll through said multiple icons;  
6           selecting a particular icon based on the viewer's input; and  
7           performing an action associated with the selected icon.

1   62.   (Original) The method of claim 55, further comprising the steps of:  
2           wherein said processing step displays an icon to the viewer based on information  
3   included in a tag;

4           accepting viewer input information;  
5           interacting with the viewer based on the tag information;  
6           wherein said displaying step saves the exit point in the program material; and  
7           wherein the viewer is returned to said exit point upon completion of any  
8   interaction.

1   63.   (Original) The method of claim 62, further comprising the steps of:  
2           presenting a plurality of menus to the viewer for generating a lead; and  
3           forwarding the viewer's contact information to a third party upon viewer approval.

1   64.   (Original) The method of claim 62, further comprising the steps of:  
2           presenting a plurality of menus to the viewer for generating a sale of an advertised  
3   product or service; and

4 forwarding the viewer's purchase information to the proper merchant.

1 65. (Original) The method of claim 62, further comprising the step of:

2 presenting a set of program recording options to the viewer; and

3 scheduling the viewer's recording preferences.

1 66. (Original) The method of claim 62, further comprising the step of:

2 presenting the content of a Web site's Web page to the viewer in response to the

3 viewer's input; and

4 wherein the viewer is allowed to interact with said Web site.

1 67. (Original) The method of claim 55, wherein said tags allow a system

2 administrator to remotely configure said receiver.

1 68. (Original) The method of claim 55, further comprising the steps of:

2 marking indexes in said program material based on tag information; and

3 jumping to an index selected by the viewer.

1 Claims 69-81 (Canceled)

The Examiner is respectfully requested to contact the undersigned by telephone if it is believed that such contact would further the examination of the present application.

For the reasons set forth above, it is respectfully submitted that all of the pending claims are now in condition for allowance. Therefore, the issuance of a formal Notice of Allowance is believed next in order, and that action is most earnestly solicited.


To the extent necessary to make this reply timely filed, the Applicant petitions for an extension of time under 37 C.F.R. § 1.136.

If any applicable fee is missing or insufficient, throughout the pendency of this application, the Commissioner is hereby authorized to any applicable fees and to credit any overpayments to our Deposit Account No. 50-1302.

Respectfully submitted,

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